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Subject: "ALONG THE RIVIERA"

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A PARAMOUNT-BURTON HOLMES TRAVEL-PICTURE

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"Along the Riviera" is the title of the Paramount-Burton Holmes Travel-Picture for release April 3rd. A scenic journey along the beautiful Mediterranean shore of Southern France which is known as THE RIVIERA----The name Riviera which is borne by so many of the greater picture theatres of the United States, is from the Italian and means literally, "seashore"; it is often used in Europe to designate some especially beautiful or picturesque stretch of sea-coast or even of lake-shore, but unless qualified by the addition of some other place-name, it is understood to refer to the supremely attractive and world-famous south coast of France adjacent to the Italian border----This release is rich in splendid scenic vistas and glimpses of the luxurious resorts and quaint old towns and villages ALONG THE RIVIERA----

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